

Managing through Social Media Networks

Sample Websites and Internet Resources

NPS Glacier National Park – The National Park Service offers several social media outlets:

On YouTube, people view everything from park safety films, video of recent park activities, and historic films. <http://www.youtube.com/glaciernps>

Over 12,000 people are fans on Facebook where they can share their Glacier experiences and weigh in on topics impacting the park. <http://www.facebook.com/GlacierNationalPark>

On Flickr digital images from the park are available. <http://www.flickr.com/photos/glaciernps>

Park news, road updates, and weather conditions on Twitter. <http://www.twitter.com/glaciernps>

Park employees share their perspectives and experiences in a number of park Blogs. <http://www.nps.gov/glac/parknews/blogs.htm>

An RSS News Feed provides park news releases and other updates. <http://www.nps.gov/glac/parknews/newsfeed.htm>

Bureau of Land Management – recently added links to YouTube and Facebook, proving that change is happening: <http://www.blm.gov/wo/st/en.html>

Theodore Roosevelt Conservation Partnership – this article shows how one partnership uses Twitter and Facebook to create interaction and networking opportunities: http://trcpsquaredealer.org/articles/news/trcps_twitter_and_facebook_launch_increases_interaction_networking_opportun/

You Tube – These two examples illustrate the point that videos should be short and fun.

The 30-Second Video: This silly video has been viewed more than 1,600,000 times. <http://www.youtube.com/watch?v=BZP1rYjoBgI>

Compare to: This is 2 min, 43 sec. The video was posted a year earlier, but has been viewed only 538 times. http://www.youtube.com/user/NationalParkService#p/u/7/4j2_E35UdTU

Facebook – Penelope Seal is the spokes-seal for TOPP (Tagging of Pacific Predators). Read an article about her: <http://www.npr.org/templates/story/story.php?storyId=101413638>

Web Resources

The best site for learning about social media and keeping track of trends is www.mashable.com .

The following are a few articles from this site:

30+ Solutions to Start Your Own Wiki: <http://mashable.com/2008/07/29/wiki-solutions/>

9 Ways to Find Twitter Users in your Town: <http://mashable.com/2009/06/08/twitter-local-2/>

5 Free Services for Pre-Scheduling Twitter Updates:
<http://mashable.com/2010/04/30/schedule-tweets/>

The Twitter Guidebook: <http://mashable.com/guidebook/twitter/>

The Facebook Guidebook: <http://mashable.com/guidebook/facebook/>

5 Rules for Better Web Writing: <http://mashable.com/2009/09/08/web-writing/>

5 Ways Non-profits can Increase Engagement with YouTube:
<http://mashable.com/2010/03/26/non-profits-youtube/>

5 Tips for Creating Non-Profit Online Communities:
<http://mashable.com/2010/02/12/non-profit-communities/>